

Intervention: Develop marketing strategies for careers in public health

Finding: Insufficient evidence to determine effectiveness

Potential partners to undertake the intervention:

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| <input checked="" type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input checked="" type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input checked="" type="checkbox"/> Local public health departments |
| <input checked="" type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

The goal of marketing programs is to increase outreach and improve knowledge of employment opportunities in the public health field. The Council of State Governments proposes marketing strategies that promote public health careers in elementary, secondary and post-secondary schools. The Public Health Workforce Study asserts that marketing should involve learning more about what attracts potential public health workers to the field and using this information to develop innovative recruiting strategies.

Findings from the systematic reviews:

There is insufficient evidence to determine the effectiveness of public marketing strategies as a means of promoting a sufficient and competent workforce. Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence-based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

Additional information:

Council of State Governments Trends Alert – www.csg.org
Public Health Workforce Study – <http://bhpr.hrsa.gov/>